



CITY OF KERRVILLE

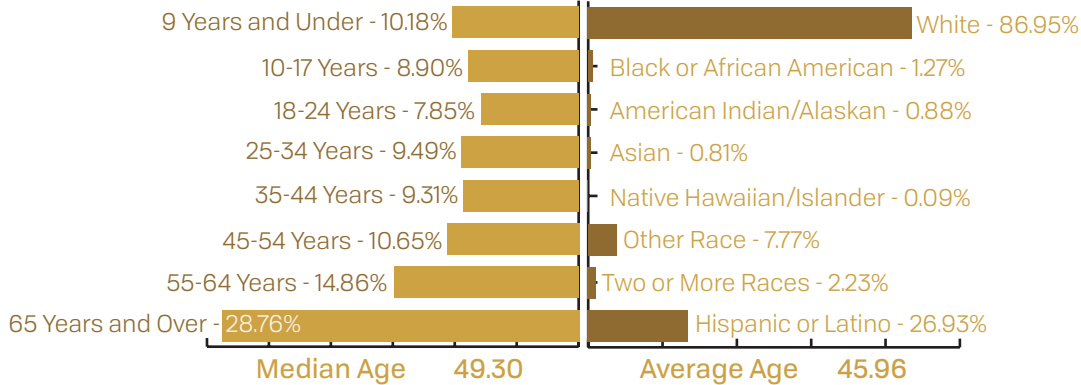
TEXAS



POPULATION
101,917

2019 Estimated Primary Retail
Trade Area Population

AGE DISTRIBUTION AND RACE



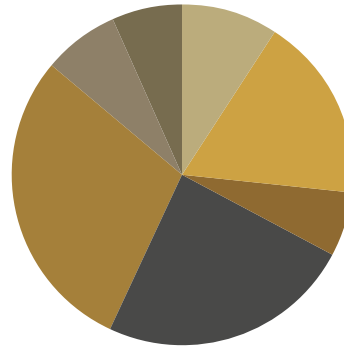
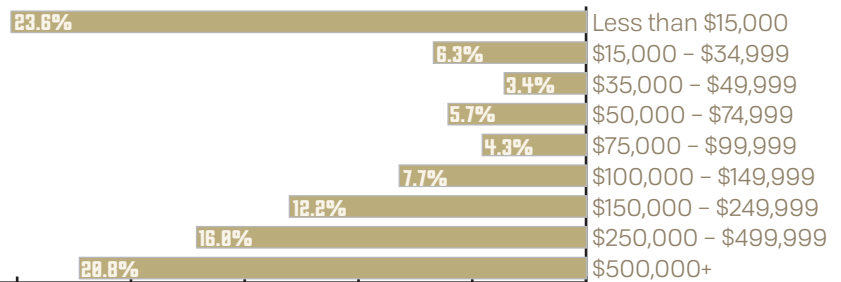
NET WORTH PROFILE

MEDIAN NET WORTH

\$142,039

AVERAGE NET WORTH

\$874,310



Graduate or Professional	9.3%
Bachelor's Degree	17.6%
Associate Degree	6.0%
Some College, No Degree	24.2%
High School Graduate	29.2%
Some High School, No Degree	7.1%
Less than 9th Grade	6.6%

HOUSEHOLD INCOME

AVERAGE HOUSEHOLD INCOME

\$ 7 1 , 3 8 0

MEDIAN HOUSEHOLD INCOME

\$ 5 0 , 6 7 5

PER CAPITA INCOME

\$ 3 1 , 0 8 0

OPPORTUNITY IN KERRVILLE

- Clothing & Accessory Stores**
Sales Leakage = \$48,139,049
- Sporting Goods Stores**
Sales Leakage = \$18,699,481
- Food Service & Drinking Places**
Sales Leakage = \$119,986,686

Potential Retail Sales	\$1,608,092,993
Actual Sales	\$775,509,682
Sales Leakage	\$832,583,311

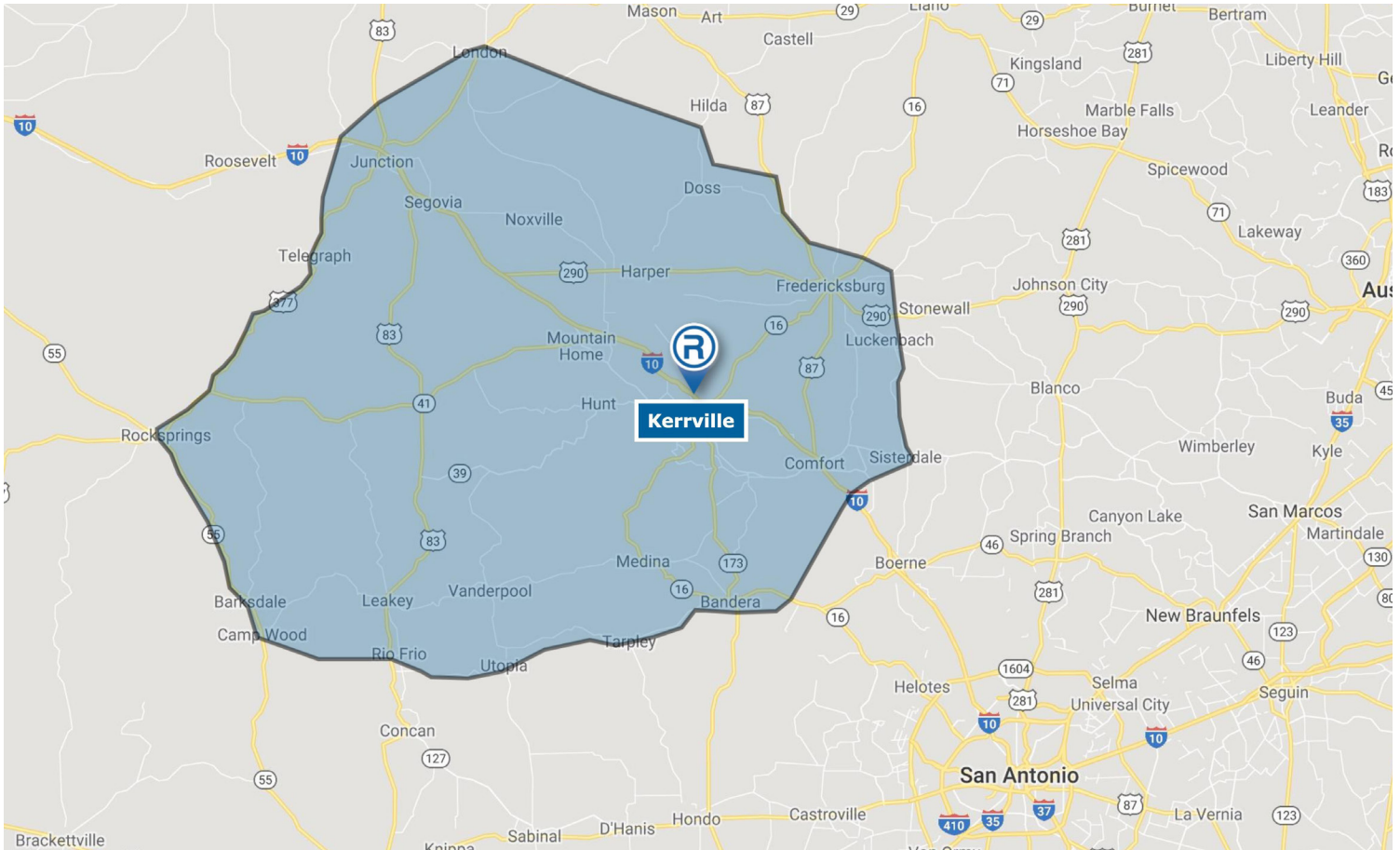
Mark L McDaniel,
City Manager
701 Main Street
Kerrville, Texas 78028

Phone: 830.258.1105
mark.mcdaniel@kerrvilletx.gov
www.kerrvilletx.gov

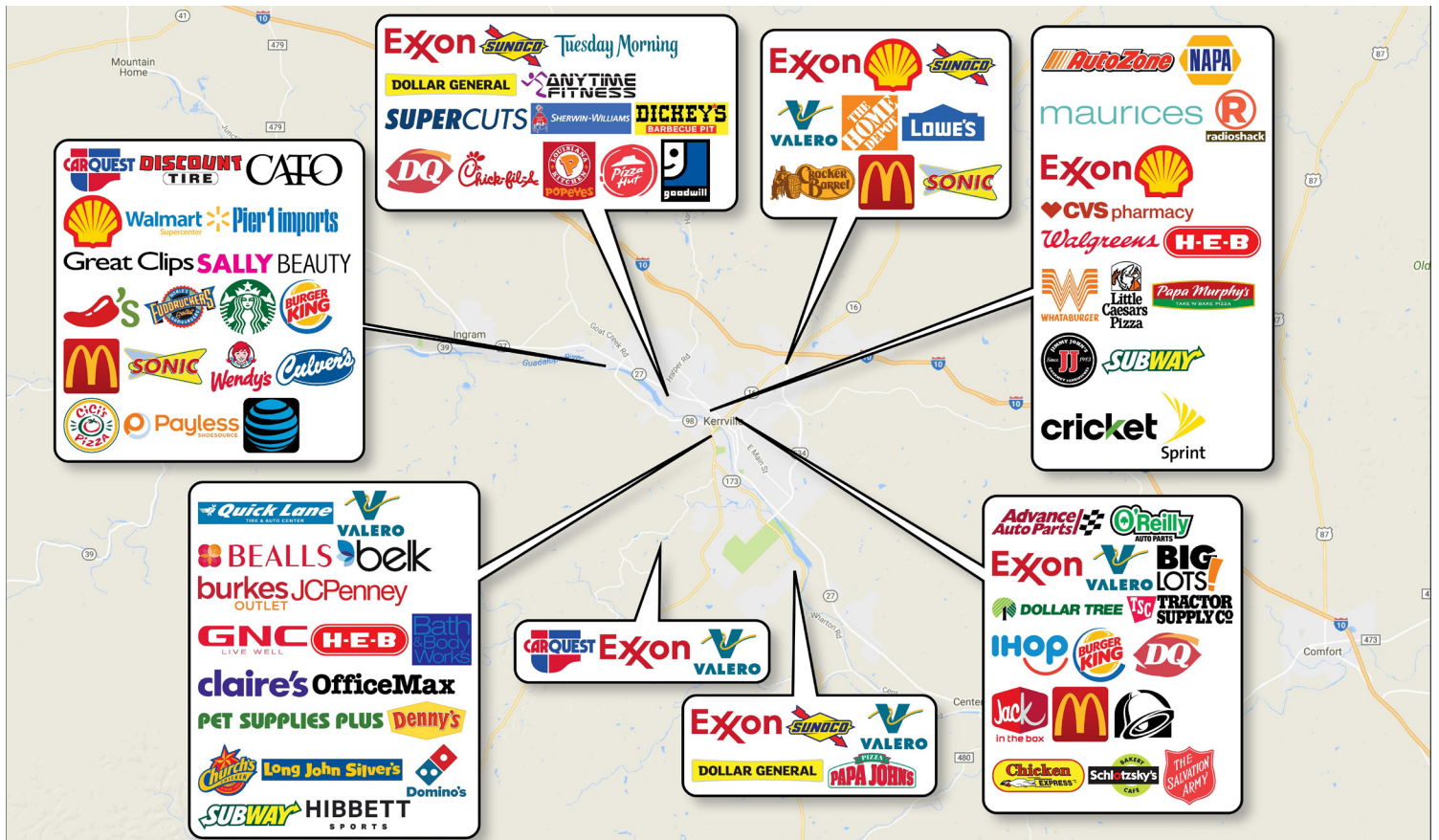


TheRetailCoach®

PRIMARY RETAIL TRADE AREA



EXISTING RETAIL



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.